

Elite sport campaign 100% Dope Free

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Many activities focusing on Dutch elite sport have been transferred to the elite sport campaign, 100% Dope Free. In addition to providing information, this campaign focuses on changing attitudes and behaviour.

Objectives of this program are:

- Increasing the awareness of athletes that it is their responsibility to keep the sport healthy and clean.
- To show that Dutch athletes actively support clean sport.
- To show a new generation that sport without doping is very well possible
- To be a source of inspiration for the new generation

www.100procentdopefree.nl

The website of the campaign plays a central role. Here, the athletes can sign the statement against doping and find all information about the campaign.



www.100procentdopefree.nl

100% Dope Free - True Winner

This part of the campaign (which began in December 2007) gives elite and competitive athletes the opportunity to sign an anti-doping statement and to adopt an active stance against doping. Once they have signed the statement, the athletes are sent the gold wristband to symbolise the fact that you are only a true winner if you perform without doping. In 2012, the number of statements exceeded the number of 25,000. This part of the programme was developed and implemented in collaboration with the NOC*NSF Athletes Committee.



The '100 procent Dope Free – True Winner' wristband

Ambassadors 100% Dope Free

In 2012 there are 11 100% Dope Free ambassadors. For 10 out of 11 ambassadors there's a video online.

- > Marianne Vos (cycling)
<http://www.doping.nl/filter/doc:301/100%20Dope%20Free:%20Marianne%20Vos>
- > Churandy Martina (athletics)
<http://www.100procentdopefree.nl/ambassadeurs/video?name=Churandy-Martina#>
- > Epke Zonderland (gymnastics)
<http://www.doping.nl/filter/doc:295/100%20Dope%20Free:%20Epke%20Zonderland>
- > Femke Dekker (rowing)
<http://www.doping.nl/filter/doc:296/100%20Dope%20Free:%20Femke%20Dekker>
- > Rutger Smith (athletics)
<http://www.doping.nl/filter/doc:299/100%20Dope%20Free:%20Rutger%20Smith>
- > Vince Rooi (baseball)
<http://www.doping.nl/filter/doc:302/100%20Dope%20Free:%20Vince%20Rooi>
- > Mirjam de Koning-Peper (swimming)
<http://www.doping.nl/filter/doc:297/100%20Dope%20Free:%20Mirjam%20de%20Koning-Peper>
- > Carl Verheijen (speed skating)
<http://www.doping.nl/filter/doc:294/100%20Dope%20Free:%20Carl%20Verheijen>
- > Richard Bottram (marathon 365 & Wheel of Energy)
<http://www.doping.nl/filter/doc:298/100%20Dope%20Free:%20Richard%20Bottram>
- > Thijs van Valkengoed (swimming)
<http://www.doping.nl/filter/doc:300/100%20Dope%20Free:%20Thijs%20van%20Valkengoed>
- > Jokelyn Tienstra (handball)

Other 100% Dope Free videos

> *Doping Control Video*

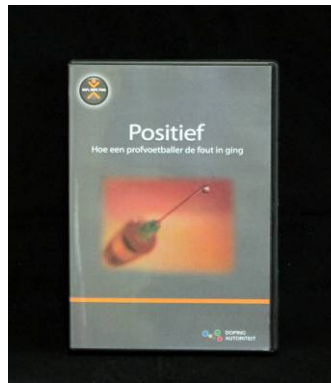
An education video of the doping control procedure in the Netherlands, performed according to the standards of the Anti-Doping Authority the Netherlands is developed.

Link: <http://www.doping.nl/filter/doc:231/Doping%20control%20video%20%28Dutch%29%20Dopingautoriteit>

> *Positive! How an elite football player started to use doping*

A video was produced in 2011 about a footballer who was found positive. In the video, he tells his story, explains why he finally resorted to doping, and describes the impact on himself and the people around him. The video is used only at information meetings so that there is opportunity for explanation and discussion.

If you want to obtain a personal link to watch to video, email the Dopingautoriteit:
dopingvragen@dopingautoriteit.nl.



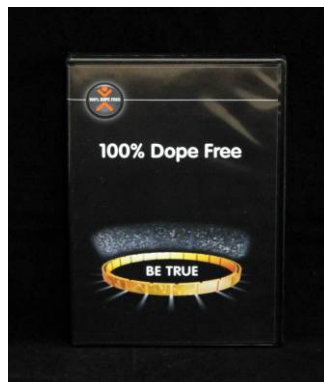
Positive! How an elite football player started to use doping

> *100% Dope Free campaign promotion video*

In the video three athlete ambassadors of the 100% Dope Free campaign give their reasoning on why it's important to sport clean. The athletes are:

- Epke Zonderland, elite gymnast
- Femke Dekker, female elite rower
- Richard Bottram, marathon athlete, Marathon365 organisator, Wheel of Energy365 organiser

The video isn't available on the internet because of copywrite. If you want to obtain a personal link to watch to video, email the Dopingautoriteit: dopingvragen@dopingautoriteit.nl.



100% Dope Free campaign promotion video

> *100% Dope Free: the risks of unintentional doping use*

This video is a co-production of the Anti-Doping Authority the Netherlands and the Dutch Tennis Federation (KNLTB).

The video gives an overview of the most important items in the prevention of unintentional doping use. The items are:

- the use of medication
- the use of food supplements
- the use of drugs
- the 100% Dope Free campaign

The video is part of the 100% Dope Free campaign, an initiative set up to strengthen the anti-doping mentality of Dutch elite and talented athletes. The campaign is a combined initiative of the Dopingautoriteit and the NOC*NSF Athletes' Commission.

The actors in the video are:

- Robin Haase, elite tennis player
- Esther Vergeer, elite paralympic tennis player
- Jan Siemerink, former elite tennis player and national team coach KNLTB
- Babette Pluim, national team doctor KNLTB
- Erik Duiven, educator elite sports Anti-Doping Authority the Netherlands



100% Dope Free: the risks of unintentional doping use

Information meetings

Members of the National Testing Pool are required to attend one Doping Authority information meeting a year. This can be arranged through the sports associations but collaboration is mostly with the Olympic Support Centres.

Online Education

In 2011, the first steps were taken to providing online information for elite athletes, in part as an alternative for athletes who are unable to attend information meetings because of other obligations. The latest elite sport survey (2010) showed that athletes very much want to be informed digitally. In 2011, 103 athletes went through the online information and appreciation levels were high.

Link: <http://www.100procentdopefree.nl/voorlichting/online-voorlichting>

Outreach Events

The idea is to target events/competitions, where large groups of athletes (particularly young and talented athletes) and their parents and trainers/coaches are given general information and where they can put questions to the Doping Authority.



Outreach Event during the 2011 World Championships Table Tennis

There is also an opportunity to sign the 100% Dope Free – True Winner statement. By completing the WADA doping quiz, it is possible to win several incentives.



T-shirt



Drinking bottle



Sweat band



Meeting of sports associations

Every year a meeting is organized for the staff of sports associations (Together against doping). The aim is to improve collaboration and, in that way, to educate as many elite athletes (or up-and-coming athletes) as possible before they undergo their first doping control.

Doping fan booklet

The doping ban booklet has the theme Talent against Doping. It contains the main doping rules, the WADA prohibited list, the list of common approved medicines (classified according to symptoms), and an explanation of the doping control procedure. In early January, when the prohibited list came into force, the fan booklet is sent to all A and B athletes and 'High Potentials'. In addition, all sports doctors, the members of the TUE committee and the Doping Authority's press contacts received a fan booklet. Elite sport organisations and Olympic Support Centres have also been asked to distribute the booklet to athletes and support staff. The doping fan booklet is also handed out during information meetings, outreach events and at fairs. DCOs take booklets with them that they can hand out to athletes during controls. The doping fan booklet can also be purchased separately.



The doping fan booklet

Compact leaflet 'Stay Negative'

A compact leaflet was developed in 2011 under the title: Stay Negative! The aim of the leaflet is to inform large groups of athletes who may qualify for doping controls about the main risks that can lead to inadvertent doping infringements. The main distribution channel will be through the sports associations.



Compact leaflet 'Stay Negative'

Advertisements

The 'Be True' advert was used to generate publicity for the campaign. It calls on athletes to sign the 100% Dope Free – True Winner statement and to support the campaign. This advertisement is published in various sports magazines and posted on a number of websites, including those of sports associations.



The 100% Dope Free Be True advert



Overview of the 100% Dope Free prevention and education materials (without t-shirt)